

## POLLUTION CONTROL OR POLLUTION PREVENTION

*"Pollution prevention really pays in reduced environmental impact, and in new sales, lower costs, higher quality, less regulatory impact, and fewer liabilities."* - Robert Bringer, Vice President of 3M company, discussing the benefits of 3M's Pollution Prevention Pays program

Contrary to popular thinking, protecting the environment and improving business profitability are compatible objectives. In fact, taking a proactive approach to environmental management -- based on preventing rather than controlling pollution -- enable companies to lower costs, reduce liability risks, and improve operating efficiency.

Throughout the 1970s and 1980s, pollution control was the primary means for achieving environmental protection. Control strategies include the treatment and/or disposal of industrial byproducts or waste and discharge to the air, water, or land.

The approach, however, has serious drawbacks including:

- high costs for treatment equipment, waste disposal, and regulatory compliance, and
- increased liability risk for any company that uses, transports or disposes of hazardous materials and wastes.

In fact, for many U.S. firms (especially smaller companies), the costs and risks of the pollution control approach have led to impaired competitiveness and reduced creditworthiness -- and therefore limited access to financing.

In contrast to control strategies, pollution prevention (also known as waste minimization or source reduction) limits the generation of waste during the process of producing goods or services. Pollution prevention strategies adjust the process to reduce the generation of waste rather than treat waste as it leaves the plant.

Pollution prevention improves efficiency and quality by eliminating activities and inputs that cost money and add no intrinsic value. Pollution prevention practices can include changes in design, inputs, production, and delivery of a product. In particular:

- raw material substitution: switching to less hazardous materials
- process modification: changing the production process to improve efficiency and reduce the use of toxic substances
- equipment upgrade: installing more efficient equipment to reduce raw material consumption and produce less waste
- product redesign: reducing certain raw materials in products or packaging, or improving manufacturability.

In short, pollution prevention pays while pollution control costs.

Excerpted from *Pollution Prevention and Profitability: A Primer for Lenders* by the Northeast Waste Management Officials' Association.

### THE BENEFITS OF INVESTING IN POLLUTION PREVENTION STRATEGIES

Pollution prevention strategies can generate immediate, highly visible savings as well as longer-term, less tangible benefits.

Among the direct gains from investing in pollution prevention projects are costs savings for raw materials, production labor, compliance costs, and waste disposal and transportation.

Pollution prevention investments can provide indirect cost savings by reducing:

- special handling and storage requirements;
- hazardous materials training;
- paperwork involved in monitoring, record keeping, permitting, and disposing of toxic materials; and
- insurance expenses related to storage of flammable or hazardous materials.

What's more, pollution prevention programs offer some longer-term less tangible benefits that are less difficult to quantify, such as:

- reduced long-term liability risk associated with cradle-to-grave responsibility for toxic material use and disposal;
- improved public image as an environmentally responsible business;
- new potential to take advantage of "green market" trends;
- improved employee health and safety;
- enhanced relationships with local communities; and
- reduced regulatory headaches.

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## MARK YOUR CALENDAR

### Get Recognized!

EPA-New England's Environmental Leadership Program (ELP) will hold three conferences in the fall to familiarize potential participants about the goals and benefits of the program, and the application process. ELP offers incentives and rewards to companies with proven environmental leadership. The conferences will be held: September 25 at Southern Maine Technical College in Portland, ME; October 9 at the MIT in Cambridge, MA.; and October 16 at American International College in Springfield, MA. For information call Margie Miranda, EPA, at 617.565.1002.

### Save Money, Buy Recycled

Join the thousands of public, private, and nonprofit organizations who consistently purchase recycled office supplies, refined oil, retread tires, and hundreds of other recycled products. Not sure how to start? Sign up for the Buy Recycled Training Workshop to be held October 9 in Nashua, NH, and October 11 in Hartford, CT. The day-long sessions answer questions about price, quality, and availability of recycled goods, and covers other important issues regarding the procurement of recycled goods. Government and private purchasing agents, who can receive certification credit from the National Institute of Government Purchasing, and recycling coordinators are encouraged to attend. The workshop is sponsored by EPA, the U.S. Conference of Mayors and its affiliate, the Municipal Waste Management Association. Contact Joe DeCola, EPA, at 617.565.3276 for more information.

### ISO 14000 Conference

Global Environmental Technology Foundation and EPA-New England will cosponsor an ISO 14000 conference October 9 and 10 at MIT in Cambridge, MA. The October 9 evening session includes a reception and primer on ISO 14000 Environmental Management Standards. The second, day-long session will feature EPA Regional Administrator John DeVillars as keynote speaker, followed by a series of panel discussions on ISO 14000 environmental management issues. The conference is expected to attract regional regulatory and private-sector organizations. For information call Margie Miranda 617.565.1002.

### Get a Step Ahead of Environmental Regulations

Attend the 1996 Rhode Island Pollution Prevention Conference & Expo in Providence October 23 through 25 at the Rhode Island Convention Center. You will learn about the latest environmental regulations and pollution prevention technologies in a concise, easy-to-understand format. New

this year are workshops on non-hazardous solid waste and recycling. Contact the RI Department of Environmental Management at 401.277.6680 for information. Sponsored by the RI DEM and the Narragansett Bay Commission.

### AESF Annual Meetings

The Merrimac, NH, Branch of the American Electroplaters & Surface Finishers (AESF) will hold its annual meeting October 1 at the Sheraton Portsmouth Conference Center from 8:30 a.m. to 4:00 p.m. The meeting will include workshops on new environmental regulations, recycling technology, and energy audits. For information or to register, contact Karen Drumheller at 603.863.4344.

The regular meeting of the Merrimac Branch of the AESF will be held September 13 at BF Goodrich Aerospace in Vergennes, VT. The company manufactures avionics components and performs a variety of surface finishing operations including electroforming of nickel components. The featured workshop will be "Integrating Pollution Prevention and Pollution Control". Contact Peter Gallerani, Merrimac Branch President, at 802.684.1016 or Mike Fitzgerald, Merrimac Branch Membership Chairperson, at 603.228.1334 for information.

### Model Vehicle Maintenance Facility Open House

The U.S. Postal Service (USPS) will host an open house at its Hartford, CT, vehicle maintenance facility October 30. If you own, operate, or work at a vehicle maintenance facility or any auto repair facility, this event is for you. You will be shown how USPS operates its Hartford facility by implementing effective compliance and pollution prevention techniques. Come find out how the USPS Hartford facility:

- reduced its use of paints by 46% & VOC emissions by 71%;
- reduced its chemical inventory by 62% over 3 years;
- eliminated the use of brake cleaning & used parts solvents, and
- saved money and reduced waste with specific product, process, and equipment changes.

Questions on state and federal environmental regulations? Would you like information on the use of aqueous cleaners, paint spray guns, and other waste minimization applications? Come visit information booths run by the CT DEP and the U.S. EPA. For information contact Ronald Robbins, USPS Northeast Area Office, at 860.285.7197.

## EPA MOVES TO PRIVATIZE CORPORATE ENVIRONMENTAL OVERSIGHT

EPA's New England office recently unveiled StarTrack, a groundbreaking program that privatizes corporate environmental compliance assurance. StarTrack encourages companies to undertake environmental management systems and compliance audits, then be certified by an independent third party - a trusted source other than EPA or the company itself.

Eight companies will pilot the StarTrack third-party certification initiative:

- Chesebrough-Ponds USA Co., Clinton, CT
- Petroleum Heat and Power Co. Inc., Canton and East Hartford, CT

- Whyco Chromium Co. Inc., Thomaston, CT
- International Paper Androscoggin Mill, Jay, ME
- E G & G Electro-Optics of Salem, Salem, MA
- Spalding Sports Worldwide; Chicopee, MA
- Texas Instruments Inc. Materials and Controls Group, Attleboro, MA
- Sanders, A Lockheed Martin Co., Nashua, NH

StarTrack is based on the fact that many of those that EPA regulates in New England are in compliance with environmental laws, meaning that a high level of scrutiny and oversight by EPA achieves

little benefit for the environment. Under StarTrack, a qualified third party reviews a company's environmental management systems, including a review of compliance audits and correction mechanisms, and certifies a company's high performance in a public report. In exchange, EPA will grant enforcement relief to certified companies, reduce federal inspections, and in effect, redirect federal resources to more critical areas of environmental concern.

The eight companies participating in StarTrack have been recognized under the region's Environmental Leadership Program.

Contact David Guest, EPA, at 617.565.3348 for info.

## WHAT'S NEWS

### A Call for P2 Experts

Are you a non-governmental pollution prevention (P2) professional willing to share your knowledge and expertise with others? If so, we would like to include you in *P2 Experts*, a directory of non-governmental pollution prevention specialists that will be placed on the Internet later this year. The Northeast Waste Management Officials' Association (NEWMOA) is developing the directory for EPA's Enviro\$en\$e web site.

*P2 Experts* will help companies get easy access to P2 information by providing a quick and convenient way to locate individuals with specific P2 expertise, industrial experience, and process knowledge. Except for the time it takes to complete a questionnaire, *P2 Experts* costs nothing to join. To receive a *P2 Experts* questionnaire, call Robert Guillemin,

NEWMOA, at 617.367.8558, ext. 309, or send an e-mail message to [newmoa@tiac.net](mailto:newmoa@tiac.net). The *P2 Experts* questionnaire is also available on the World Wide Web at the following URL:

<http://es.inel.gov/nppr/p2experts>

### A Printer's Preview

Coming this fall! "FIT TO PRINT: A Step by Step Approach to Understanding Environmental Regulations and Pol-

lution Prevention for the Lithographic Printer". This user-friendly manual will help lithographic printers in New England understand their regulatory compliance obligations, highlights useful pollution prevention techniques, and provides users with important assistance resources from throughout New England. Call Anne Leiby, EPA, at 617.565.4974 or Sally Mansur, EPA, at 617.565.1378, for more information or to receive a copy.

## ALL ABOUT NEEAT

Are you a printer? metal plater? or finisher? Does your business manufacture computers or electronic equipment? Do you work for a city or a town? Have questions about pollution prevention & control strategies? Federal environmental requirements? Call the NEEATeam. The Team is providing these industries and municipalities with information on regulatory requirements, pollution prevention opportunities and current EPA Region I, New England issues. The phone call is free. Services are free. And confidential. We're at 1.800.90NEEAT (1.800.906.3328).

# NEEATeam ROSTER

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